

**Springs Municipal Advisory
Council Minutes of the Meeting
April 23, 2019**

1. Call to Order: 6:30pm
Pledge of Allegiance

Roll Call:

Chair: Ryan Lely

Present: Vice Chair Maite Iturri, Omar Paz, Avram Goldman, Iris Lombard, Raymond Willett

Alternates: Robyn Anderson, John Wheatley

Late arrival: Ellen Conlan

2. Approval of Minutes of March 26, 2019. Chair Lely moved to approve Minutes. Seconded by Councilperson Willett. Motion passed unanimously.
3. Public Comment:
(Limited to items not appearing on the agenda)

Rich Lee, Chair of Springs Community Alliance (SCA), offered his gratitude and congratulations to new MAC. Commented on how the SCA will continue in a supportive role for the MAC. Will continue ongoing open community discussions, invited MAC to share any topics the SCA can further support, offered assistance. Councilperson Conlan will be contact. Will be updating website for community issues/discussions, announcing MAC meetings, more occasional SAC meetings, one in May on general organization theme or in ongoing support of Sustainable Sonoma.

Josette E., 1110 Walnut Court, BHS, expressed hope that MAC will bring community voices to Supervisor Gorin and the County. Two important items: interested in discussing affordable housing, and attracting more locally owned/serving business, like the new Fetters Apartments, and more affordable senior housing. Hwy 12 corridor zoning opportunity sounds enticing, but investors can defer or eliminate federal taxes on capital gains, and property values are important. Feels affordable housing is not required in this equation. Wrong investors and developers could have a negative effect and not promote locally owned businesses or affordable housing. She and her husband own 2 homes in the Springs and could benefit. But they see the personal VS the community benefits. Mentioned two phrases/terms that will be heard/used: *commercialization of neighborhoods*, and *warehousing people*. Has heard these terms used in recent development discussions. Recommends these terms be ignored as they are meaningless. Sees some *commercialization of neighborhoods* along Hwy 12 ok, but locally owned needs to be integrated into new housing. Create work/study, attract local artists/craftspeople. During development of Fetters Apartments, she saw repeatedly on NextDoor the phrase *warehousing of people*, stating multifamily housing like this was degrading to tenants. Feels that those lucky enough to get one of the apartments do not feel *warehoused*, but

rather *housed*. Everyone having a single family home with a large yard is not realistic. She has lived half her life in affordable apartments and condos and never once felt warehoused.

Cynthia Scarborough, BHS resident, Chair of Steering Committee of Sustainable Sonoma (SS). Welcomed the Springs MAC and expressed gratitude to all involved. SS a cross sector collective impact initiative designed to bring together nonprofits and various sectors to solve complex, interconnected problems. First area of focus is housing and housing affordability, for tonight and into the future. Asked what procedures are to get on a future MAC agenda, so as to do a presentation on SS and how to work together in future.

Greg Larson, Springs resident. Feels a big separation in the community is caused by low minimum wage in Valley, only ten dollars, need a living wage in Springs area so as not to depend so much on government benefits. He would like to see this topic come forward.

Chair Lely announced that there is an affordable housing meeting this Thursday, April 25th, at Vintage House 6-9pm.

Cynthia Scarborough added SS is working on a public forum May 14th - details to follow.

Chair Lely reminded everyone there is a Spanish translator present, and acknowledged the arrival of Councilperson Conlan.

4. **Introductions of Councilpersons to Community.** Chair Lely recommended each person take 3 minutes.

Councilperson John Wheatley, Alternate, representing El Verano, 2 year seat, married with 3 children and grandchildren, moved from LA 4 1/2 years ago, lives on Robinson/Donald. Employed at Redwood Credit Union in Insurance Department. Loves being part of the Valley.

Councilperson Robyn Anderson, Alternate, representing Fetters/Agua Caliente (3 year seat) Springs resident for ten years, previously a 35 year resident of Oakland, degrees in Environmental Psychology, Urban Design, Landscape Architecture. Her focus is on community engagement and public involvement.

Councilperson Iris Lombard, at-large representing Boyes Hot Springs (2 year seat) has a wonderful husband and child, daughter born here, went through local schools is 40 now. Has seen so many changes in the Valley, big increase in population gives her a different perspective, realizes we need more housing, since we are surrounded by greenbelt, needs to be basically in fill, but can be an opportunity to give us local business, to lessen traffic, an advantage for low income and affordable housing to live closer to jobs. Realized "Best" is nice, but what we need is "Good." Best leans towards tourists; we need what is Good for the local community.

Chair Ryan Lely, representing Sonoma Valley Citizens Advisory Commission and Boyes

Hot Springs (2 year seat, one as Chair). Born and raised in Springs, next to SMI. Back in community 11 years, started 2008 on Springs Redevelopment Advisory Commission. Moved into city limits, on SVCAC for five years, current Chair. Appointed to Springs Community Advisory Team. Friend told him - *You can't complain if you don't do anything about it.* Loves where he lives, wants to see it change and grow, be smart about its development. He enjoys diversity.

Councilperson Maite Iturri, representing schools and El Verano. (2 year seat) Born and raised in San Francisco. An educator in El Verano for 20 yrs., 30 year resident, Principal at El Verano for 13 yrs. Son born here. Works with disenfranchised and marginalized people every day, sees impact of lack of housing and low wage problems. Here to help support families.

Councilperson Avram Goldman, at-large representing Fethers/Agua Caliente (3 year seat.) From Bay Area, Sociology degree, UC Berkeley, taught high school for 7 years, raised 3 daughters, 4 grandchildren, married 36 years, left teaching due to disillusionment with school institutional limitations. Went into sales, management, and real estate, bought in Sonoma 2003. Volunteered because he feels Springs is beautiful and loves the diversity. Diversity creates community that reflects humanity. We are one human race. Wanted to get more involved.

Councilperson Ellen Conlan, at-large representing Fethers/Agua Caliente (3 year seat). Born East Coast, lived in Midwest, and picked Bay Area to raise her daughters. Moved from Walnut Creek in 2001. Worked for Channel 7, heard Springs resident Lisa Murray/Willett talking at community meeting about need for street lights for safety. She got involved, sat on Redevelopment Commission, been working with SCA, recently Sustainable Sonoma on projects. There is potential here. Interested in economic development, equity, social justice.

Councilperson Omar Paz, representing businesses/nonprofits and Boyes Hot Springs (3 year seat). 23 year resident, Public Education here, graduated High School 2011. At JC studied community involvement, leadership, involved with student government, Student Body Pres. Involved with community college admin. Growing up in El Verano he didn't know about the Sonoma Plaza till he went to high school. He comes from a bicultural, Latino and white household and wants to give back to the community. Served with La Luz, studied at UC Santa Cruz Latino Studies, Sociology, and Non Profit Studies. Wants to bring in other youths with similar stories, to build together successfully. Feels there is a long way to go to meet the needs of underserved residents, specifically the Latinos.

Councilperson Raymond Willett, at-large representing Fethers/Agua Caliente (3 year seat) lives in Agua Caliente near the creek with his wife, has a business at his residence, involved in community as architect, moved here in 2005, loves the diversity, and wants to use expertise on affordable housing. He rents, trying to buy on his VA loan. Found a house on Hwy 12, looked perfect, realized there were zoning problems with it, was inspired to help with County zoning improvements.

5. Mission Statement

Chair Lely lead the discussion, suggested the Council could form an Ad Hoc Committee with 3 councilpersons working on this topic. Could take what is discussed tonight and move it forward, and then bring Mission Statement back to the full Council in future. According to By Laws, Article 6, they can also have 3 members of public serve on Ad Hoc Committee, so it's also open to community involvement. Time to talk about ideas for Mission Statement. Mentioned that Councilperson Iturri sent Council a guideline.

Vice Chair Iturri explained the guideline/Mission Statement came from a teachers college in Columbia, educators they've worked with, have commitment to racial equity in their work. Created the public statement. Could help guide the Council, keep everyone grounded and focused.

Chair Lely asked Council how they want to proceed.

Councilperson Lombard interested in discussion and then creating an Ad Hoc Committee.

Councilperson Goldman recognized that Mission Statements can vary in style and content. Council is developing a Mission Statement and then Goals. Do one at a time or together, while looking at guiding principles? Another time work on goals.

Chair Lely noted that Agenda Item 6 is for developing Priorities & Goals, so potentially use Mission Statement as umbrella for what comes under it. Do Mission Statement which will influence goals. Mission Statement will stand above and beyond the 2019 goals. See who wants to form an Ad Hoc Committee. Get some ideas on paper. Do Public Comment. Work towards a Motion.

Councilperson Lombard offered to be on Mission Statement Ad Hoc Committee. Councilpersons Anderson and Wheatley also offered to be on Mission Statement Ad Hoc Committee.

Chair Lely invited discussion on ideas for Mission Statement. To give Ad Hoc Committee ideas how to draft it.

Councilperson Wheatley asked if there will be Public Comment. Chair Lely, yes, later.

Councilperson Lombard noted that the first three members polled all offered to be on Ad Hoc Committee. What about other councilpersons?

Chair Lely agreed, asked for advice on how to proceed. Did Liz Hamon have suggestions? Liz, no.

Chair Lely asked how many members want to be on this first Ad Hoc Committee for the Mission Statement, and reminded them that there is also the Ad Hoc for developing Goals and Priorities, and Outreach Communication to cover. There will be plenty of work for everyone.

Councilperson Goldman offered to be on Ad Hoc for Goals.

Councilperson Conlan also offered to be on Ad Hoc for Goals. Also likes ides of working

on Mission Statement.

Councilperson Goldman asked if they were soliciting ideas for Mission Statement.

Councilperson Paz interested in Ad Hoc for Goals. Councilperson Willett also interested.

Chair Lely noted they will put it to a motion vote at the end. Now cover the Mission Statement content ideas with Council and then Public.

Councilperson Goldman suggested they will let Ad Hoc Committee define. He suggested themes of enhancing quality of life for everyone in community. A statement about inclusiveness and a statement about respecting all points of view.

Councilperson Conlan described the Mission Statement ideas she prepared. To represent best interest of 4 communities: Agua Caliente, BHS, Feters Hot Springs, and El Verano. List of action statements that she thinks are the purpose of the MAC. Understand issues, creative input, set priorities, voice concerns of the community to county, get answers, get transparency, share accomplishments, report progress, hold ourselves and everyone accountable. These are kind of an overarching purpose.

Councilperson Paz suggested in terms of themes to recognize the need to facilitate meetings but also wants to engage with community, form schedule to include presence in community. Defining community - what do we want to exemplify, partner in community, include them in discussion. Wants accessibility in meetings and for quality of life, meeting different intersections of community demographics, being creative, improving.

Councilperson Willett agreed with previous statements, expressed that vision is important. To manifest for future, hold clear vision more important than a plan. Plan will come out of their vision. Combining community to represent and move vision forward.

Vice Chair Iturri noted that the pledge calls out powerful themes - amplify disenfranchised voices, to question practices, talk about what voices aren't represented at table, really working for representation, to understand peoples' needs they are serving.

Councilperson Lombard was impressed with all comments which include her interests too. Appreciated Maite's comments regarding low income communities; need to understand our stories which helps find and build community.

Councilperson Anderson appreciated all comments too, added idea of retaining community character, celebrate cultural integrity and heritage, but collection of ideas does sound like a mix of Mission Statement and Goals, committee will have to separate.

Councilperson Wheatley agreed with comments. Believes in clear vision, strong message, collaborative effort and community involvement.

Chair Lely also agreed with comments, and expressed interest in having clear

representative voices, a gathering place to express concerns, to be inclusive and listen.

Chair Lely described next steps for Public Comment for 2 minutes, return to Council, and then make a motion.

Liz Hamon commented she had received a text from County with info on previous question about Ad Hoc Committee. Informed the Council they will make nominations and vote for who is on Ad Hoc Committees. Chair Lely clarified it can be 3 Council members and 3 community members on each committee. Ad Hoc doesn't need notes published or an agenda or announced, as it is a Sub Committee.

Public Comment

Greg Larson, interested in transparency between Council and the County as offices are far away, hard to keep up. He observed what happened when the County dumps were sold and privatized, and the community had no say, things went downhill. Now no control over recycling, not working. How can the community move forward in a sustainable way for the grandchildren?

David E. commented on the Mission Statement, recommended sustainability, that whatever is done in development and zoning the Council and community look for sustainability.

Mario Castillo commented that since the Council members were appointed by a County Supervisor instead of being elected they could take their positions for granted but they are responsible to the community. When developing the Mission Statement and Goals, he encouraged Council to check with individuals they are representing. Think deeply about what that means. Agreed with comment regarding sustainability. This will build community and embrace the future.

Mary Emmons, from Springs on Lucas Ave, encouraged ideas that are actionable, from her teaching experience, find concrete ways to express ideas. Make actionable statements for Mission Statement and Goals.

Chair Lely called for Council discussion, comments and motion.

Councilperson Conlan mentioned that the idea of an elected council was the original idea for the MAC, went ahead as is for efficiency. She made suggestion that those who are on 2 year Council terms could be replaced with elected members at end of terms. Councilperson Willett agreed with that goal.

Chair Lely asked Liz/County about elections for positions in the future. Liz replied she would find out.

Councilperson Conlan added that if it is possible, they should make it an early goal due to need for planning ahead.

Chair Lely pointed out that would be discussed in Agenda Item 6.

Vice Chair Iturri inquired what process is to create a draft of Mission Statement, when is it finished, will it be before the next meeting?

Chair Lely replied that the Ad Hoc Committee will move forward, meet to discuss creating the Mission Statement, will bring a draft to Council and public, and present. Or ask - Is this the right direction? Council & public will comment. When solid, they will vote, approve, or make changes. Back to Ad Hoc, to finalize, then back to Council.

Councilperson Conlan asked about the 3 people from public for Ad Hoc - who will pick them?

Chair Lely suggested they could stand up and volunteer. Invited anyone in the room to reach out to Council after. Also address it in Item 7 Communication Plan. Put information out there. Could also sign up on website maybe to get adequate number of people.

Councilperson Lombard noted that it was impractical to find all volunteers in audience tonight.

Chair Lely thanked the public. Ready to make a Motion to appoint Ad Hoc Mission Statement Committee.

Councilperson Anderson asked to change her affiliation from Mission Statement to Goals Ad Hoc Committee.

Chair Lely accepted and recognized that now there was an opening on Mission Statement Ad Hoc Committee.

Councilperson Paz made a Motion to form an Ad Hoc Committee to make a Mission Statement for the MAC. With approval of Chair Lely and Vice Chair Iturri. With addition of 3 members of public. Accepted by Chair Lely. Councilperson Goldman seconded.

Roll Call vote

Vice Chair Iturri, yes

Chair Lely, yes

Councilperson Paz, yes

Councilperson Conlan, yes

Councilperson Goldman, yes

Councilperson Lombard, yes

Councilperson Willett, yes

Chair Lely announced unanimous approval of Ad Hoc Committee for creation of Mission Statement with Councilpersons Lombard and Wheatley, with a 3rd Council person still to join plus appointment of 3 community members to join.

6. Development of Priorities and Goals for 2019

Chair Lely called for creation of an Ad Hoc Committee for Goals.

Councilpersons Conlan, Goldman, Anderson and Paz volunteered.

Councilperson Willett volunteered to be the third member of the Mission Statement

Committee. Chair Lely accepted and agreed to appoint him.

Chair Lely called for Goal ideas to share with Ad Hoc Committee.

Councilperson Wheatley expressed the need for being accessible, how this is messaged, the mediums used. Must be intentional and transparent. To state - these are our goals and that's how we tackle it.

Councilperson Anderson stated that goals need to be measurable to track progress. The earlier Mission Statement discussion included goals. Needs a point of clarification for the process. To her, goals need to be driven by Mission Statement. Define Mission Statement first, and then define Goals. Asked how others felt about this.

Chair Lely suggested they could vote to make a Motion to talk about Goals after Mission Statement is complete.

Councilperson Anderson suggested the process could be done concurrently but could get muddy.

Councilperson Lombard agreed that Goals and Mission Statement are mixed up in the discussion. Inclusion most important. Without inclusion there is no community. Creating community is her top goal.

Chair Lely listed his goal ideas: what's going on in Springs, various nonprofits how they can help, get regular updates on development projects, affordable housing regular updates, road improvements, graffiti abatement, schedule for work crews, trash abatement, crews how often, meet with business developers with vacant properties, looking at goals as actionable items for 2019 that can be completed or continued. Some blend with Mission Statement but are more Goals.

Vice Chair Iturri noted that goals need to be measurable, actionable, time bound measurement. She likes Ryan's goals, but also including all voices can be a goal as well as in Mission Statement, since that can get lost. Sometimes forget to consult people being served.

Councilperson Goldman noted the many good suggestions. Also thinks Goals need to be measurable and time sensitive, and then make action steps. Also important to have accountability. There are number of areas to help guide the Goals. Mission Statement drives Goals. Ok to start formulating areas of concern, and then focus in like Chair's suggestions. Once Mission Statement is set, explore, include other voices, and hold an open public "office hour" at Barking Dog or somewhere else to hear from community.

Councilperson Conlan commented that goals need to be specific and measurable. Asked if they are all in agreement on vision, short and long term. Lots of important projects going through - Springs Specific Plan, code guidelines, form-based codes,

condition of parks, green space, Donald Ave., all projects that need to be addressed, need to know what the status is of these developing projects. Have a conversation around priorities for action plans so they can agree. She recently came across a development in Roseland, they have a plaza, a library, that community of 5 thousand similar to ours but they are moving forward on projects, but seem to take longer here. What did Roseland do to expedite their process for improvements? How are other communities able to move forward more quickly?

Councilperson Paz suggested a short term goal - meeting in other unincorporated areas, each one, promoting service, identify opportunities happening from Council and public, like fairs at schools, park clean up days, public events, gatherings in plaza, to build calendar outreach. Echoed measurable and time bound to demonstrate progress, to be held accountable. Internal goal setting, develop general categories, match public input and fit within county framework, how it flows through county processes, would be helpful to understand. Smaller housekeeping, goals - continuing efforts to keep bilingual translation available, incorporate indigenous land acknowledgement. He has affiliation with nonprofit, Latin American indigenous communities, wants to acknowledge their territories. For public - identify intersections of community, parents, children with disabilities, using schools and communities to help with outreach. Have a narrow targeted plan.

Councilperson Willett appreciated everyone's comments, noted that the Mission Statement is vision and represents ego - who we are, while Goals become plans, there is overlap. Affordable housing, living wage, economic and cultural diversity, need to look at Springs Specific Plan soon that will have immediate impact, a high priority. Added the plaza, 4 neighborhood organization look into deeper between SCA and MAC. How to organize a resilient community that can respond to natural disasters, e.g. during the fires losing power for days, what ways to organize.

Councilperson Goldman stated need to prioritize and digest all these ideas, which could be difficult, so don't take on too many, things will get diluted.

Chair Lely called for Public Comment

Josette E. interested in Communication Plan, would like to be on Goals Committee but will be gone. Feels most important thing is that community input needs more coverage. She didn't find the info on NextDoor. Get community members who can help for Ad Hoc Committee.

Linda grew up in Valley, went to local schools; expressed frustration with difficulty for walking and biking. Having these options safer would create more of a community. Feels there is already a strong community. Recognized that people want to build up needed infrastructure and housing but that can create overcrowding, can cause dangers for pedestrians and bicyclists. Would be good to integrate this in all four

neighborhoods.

David E. also wants to see safety promoted. 16 year resident, biking not safe, roads too narrow, too many cars.

Greg Larson recommended the Council get the Mission Statement done first. Then do the Goals. Such as: Boyes Central Plaza. Bike path ideas. Parking will be needed for all the new buildings going up. Parking in neighborhoods causes problems. Hwy 12 parking issues. Focus on things that are in the works, to make changes happen faster, like build the Plaza.

Mario Castillo encouraged Council to think about why they are here. Think about the same message he has heard for 30 years. There is isolation and lack of representation in County. Not likely they will have their own governing body or join the city of Sonoma. To be a united region, start with County. No reason for people to come to Sonoma instead of Santa Rosa or Marin, unless they have money or to be the servants to the wealthy. These are the people who are not represented in the county. How to put this in the Mission Statement. Feels it is hard to be an activist and make public policy at the same time. He chooses to be an activist and speak for those who are not present.

Cathy Wade Shepherd, 18743 Manzanita Rd, community activist in Valley since 1974, thanked the Council for their service. Recognized Public Policy making is important. Noted Councilperson Goldman's idea, how to get community people to speak. She encourages bringing in other people to hear their point of view. Starts with the Council.

Chair called for Council Comments

Councilperson Lombard directed a question to Mario - What are his suggestions for bringing people here or to create listening sessions?

Chair Lely interjected that this topic was not on tonight's agenda and not to be discussed, but could be addressed in Item 7 on Communication.

Councilperson Goldman remarked that in listening, a big impact will be the Springs Specific Plan. Clarifies they are the MAC – an advisory council, not legislating, will be making recommendations to Supervisor Gorin what is represented from community. Want to change things and be action oriented, but we are advising. Not the ones making the regulations or fund allocation. But have an important role. Springs Specific Plan will drive the Council's goals, and will be changing.

Councilperson Conlan added that Hwy 12 is being addressed in Springs Plan, but don't know how many amenities will come with the Plan, amenities related to density of population. To question of Incorporation, what is possible? Springs Community Alliance went to see a municipal planner years ago. Their recommendation was to form the

MAC and from that request plan.

Chair Lely interrupted to bring focus back to agenda item.

Councilperson Conlan felt it should be priority and on agenda and a priority so community can get issues resolved and get clarity.

Councilperson Paz mentioned a larger framework, suggested they look at 4 year format, one year after council changes, goal of annexation and incorporation a good topic, needs financial study and comprehensive analysis.

Chair Lely thanked Public and Council for their comments. Interested in Omar's idea for a 4 year format, addressed Avram's point of what can be reasonably achieved. Does Council want to finish Mission Statement before Goals are executed? Or go forward; create another Ad Hoc committee and guidelines?

Councilperson Wheatley can see value in both, would go for Ad Hoc, draft an outline, not wait, start something.

Councilperson Lombard concerned regarding SSP will take a big chunk of time and effort; need to roll with Mission Statement and Goals. In favor of Ad Hoc committee on Goals to meet and get started.

Councilperson Paz made a motion to create an Ad hoc Committee to establish Goals with 3 councilmembers and include 3 members of public.

Councilperson Willett seconded.

Councilperson Paz added get Ad Hoc Committee going with info from county, develop Communication Plan, how that will inform process for more public participation.

Chair Lely called for Vote

Noted they haven't completed third member of Ad Hoc Committee. Could go ahead with Motion.

Liz interjected that as far as the selection of the public members of an Ad Hoc committee, they need to be chosen by whole Council in a public forum. Chair Lely recognized there probably aren't six members of public available tonight. Liz further explained that they will have to come back next time with nominations and group will consider the names at the next meeting.

Chair Lely thanked Liz, the called for completion of the Ad Hoc committee.

Councilperson Lombard inquired if there were 3 public members for the Mission Statement Ad Hoc committee could they go forward with that? Chair Lely, yes.

Chair Lely recognized Councilpersons Paz, Goldman & Conlan for Goals Ad Hoc Committee.

Councilperson Paz repeated the Motion, added with authority to accept nominations from Chair and Vice Chair, to approve Ad Hoc committee with task of setting Goals for MAC, include 3 members of Council and 3 members of public to be nominated by Chair. Councilperson Willett's Second still stands.

Roll Call Vote

Vice Chair Iturri, yes
Chair Lely, yes
Councilperson Paz, yes
Councilperson Conlan, yes
Councilperson Goldman, yes
Councilperson Lombard, yes
Councilperson Willett, yes

Unanimous approval. Motion passed.

Chair Lely asked Liz if it was okay that part of the Motion was to approve Ad Hoc under same Item. Liz, yes. Chair Lely made an Addendum to Item, going backwards to Mission Statement #5, made a Motion for approval of Councilpersons Wheatley, Lombard, and Willett for Ad Hoc Mission Statement Committee. Councilperson Goldman seconded.

Vote. Unanimous approval.

Chair Lely addressed Item 6, nominated 3 councilpersons - Goldman, Conlan, and Paz for Ad Hoc Goals Committee. Councilperson Willett seconded.

Vote. Unanimous approval.

7. Outreach Plan & Communication Plan

Chair Lely mentioned cursory ideas from last meeting: email links to council members, agenda list, links to Springs NextDoor, consider a Facebook page with comments turned off due to Brown Act, post on Springs Community Alliance page, and establish committee to bring back ideas to entire Council. Could adopt these options or form Ad Hoc Committee. Added that this is where community involvement is extremely important, as Mr. Castillo mentioned. He sees Ad Hoc committees will serve for term, unless Council body wants it otherwise. Called for ideas on Outreach and Communication Plans.

Councilperson Goldman appreciated the Chair's good ideas. Added, will county provide staff to make things happen? Who will implement? Liz, there is no staff. Up to MAC. There is a limited budget, so don't spend on administrative costs, if they need social media campaign, up to MAC to do the work, not work done by county. Councilperson Goldman appreciated clarification. Feels a social media person would be a good idea. Have to get out into community, not just NextDoor, or SIT, the traditional ways, there are allot of community organizations like La Luz, religious communities, newsletters, to put info in their newsletters, some of which are bi-lingual. Will need someone to contact these free sources.

Councilperson Conlan asked what the budget is. Liz replied that she is unsure, perhaps under \$200,000 which includes administrative costs for the meetings.

Councilperson Conlan acknowledged that is a small budget, also asked about flyers,

calendar of dates, with Mission Statement, something to take around, and deliver to community. Liz, yes, the MAC will decide what to produce and spend money on. Chair Lely in favor of getting continued message out of what MAC is doing, why, the times, details, and discover new realms to disseminate info. Councilperson Wheatley recommended that they leverage all the other committees, churches, organizations, integrate everyone's committee, for events, get groups together, could come up with something efficient. Councilperson Lombard agreed.

Chair Lely agreed there are many good ideas, added there are email addresses on website, box for people to sign up their email addresses to get agenda and posts, listing agenda on Springs NextDoor, a Facebook page, work with Springs Community Alliance and post on their website. Asked if there is interest to create one more Ad Hoc committee for this. He personally recommended it. Not making a motion now. Councilperson Willett agreed, good to use electronic communication, important for long term work. Come together as a community. Councilperson Lombard mentioned that their audience reported not seeing meeting on NextDoor; she knows that many people are not on computer. Liked the church idea.

Vice Chair Iturri asked what the purpose was for this Communication Plan. Suggested to solicit information, to move info forward, perhaps develop goals first, then a Communication Plan. How does it fit together? Councilperson Lombard suggested that the first need is to let community know about meetings so they participate. Also suggested they create ways so community can communicate if they can't make it to meetings. Knows that a large part not bold enough to come to meetings or because they fear for their safety. Councilperson Conlan agreed the Communication Plan is based on needs, initially to create awareness and to get feedback, make meeting part of the community's routine, let people know they are welcome, can add to the agenda, get information, if there will be events, will need people to be aware of plan coming through. As they work out priorities and goals that will inform Communication Plan.

Chair Lely noted that at any time the public can individually meet with any of the Council, but just not more than 3 of Council together, which would be violation of Brown Act. Public can meet with one or two.

Councilperson Goldman addressed concern of how to get more people to the meetings. Thanked the audience for its interest, in spite of unexciting content. Promised that this MAC will be different. He wants to evaluate the structure and make it friendlier. Feels the current set up isn't so friendly. He sees the Center as a place of community so when people come they feel at home. Perhaps part of the budget could be for refreshments, so people could arrive earlier and visit, consider starting the meetings later. Doesn't know if the time is a government decision or if the MAC can choose. Many people still work, so they have to go home to eat first and then rush to

the meeting. That makes it difficult. He also acknowledged that no one wants to be at the meeting till 11pm, and the MAC should be time efficient. He wasn't sure if his comments are about communication, but he knows that it's one thing to communicate, another thing to create a welcome environment where people will gather to talk.

Chair Lely agreed with Avram's comments, said it is looking at larger perspective. As far as time setting, not sure, defers to County. But they are interesting ideas.

Councilperson Goldman replied that people want to be involved.

Councilperson Lombard suggested they put something up in hall ahead of time. Signs on both side, a banner, and do it ahead of time. Realizes that is an expense. But hopefully the Springs Community Hall would like the idea.

Councilperson Wheatley commented that as they look at the community they are serving, the clubs, networking in city, serving MAC, should leverage the networking. So if each MAC member would do that to their respective areas, that would give lift.

Councilperson Willett agreed; they need to bring in other organizations, go out to overlooked people.

Public Comment

Josette E. mentioned that she is a business person, on the computer all the time.

Recommends the Council start with letting people know who the MAC is, and from there it will grow. Must do that soon. Agreed with Avram's comments, depending on the county rules, to make the MAC meetings more of a social gathering, less formal than the City Council with its protocol. Liz interjected to remind all that the MAC is a Brown Act Body. Josette speaks frequently at government meetings, but how to get the word out to the rest of the community that MAC will be representing them and that they are here to help. Suggested get an article in The Sun and SIT. People will read it.

Dave E, he has also spoken to city and county and perhaps the MAC could allow leeway at Public Comment. Consider how long people can speak, if there's not that many. Sees at city and county levels that Hispanic community is not as involved. Reach out to them. Good to have translator, although no one came to take advantage. Suggested putting agenda AND Packet online. This meeting there were not many details. Good if agenda goes out with packet. Suggested creating an email list to send info.

Understands that sometimes things aren't ready. Also suggested option of a book set out for public review. Have details ahead to review. Also send out info to the Sun & SIT.

Mary Emmons expressed appreciation for all the good ideas, thanked everyone on Council for their service.

Chair closed Public Comment

Chair called for Motion.

Vice Chair Iturri agreed they need to get out in community to build relationship. But

first establish their Mission and Goals so when people come the topics are clear. Instead of a third Ad Hoc Committee, wait till other two Committees return, then form Communication Plan. She trusts they will come up with good ideas. Councilperson Wheatley agreed with Maite's comments, would be a sound approach. Maybe get a couple things in paper soon for a push, and then develop Communication strategy and Plan.

Chair Lely asked Liz if they sent all their agendas to the SIT. Liz, yes, the press releases were sent two weeks ago to the Sun and SIT, and a list of about 20 people, similar to list sent to SVCAC. Chair Lely acknowledged it is an extensive list but up to them to publish. They need the info 14 days in advance. Technically MAC is not mandated to notice since they are just an advisory council. Liz, correct. Chair Lely added but we want to look for other more effective avenues, not just rely on graces of publishers in town.

Councilperson Paz asked about social media. Regarding the preference to not allow comments on social media such as Facebook. Is that legal or aspect of Brown Act? He has had this issue with other organizations, addressed this concern. Feels if Council isn't adding to dialogue it could be done. Asked for more insight.

Chair referred to Liz.

Liz explained that she understands there can be public comment but Council can't respond. Can be a problem as people feel they aren't being heard.

Councilperson Paz added he likes the idea of having the Mission Statement and Goals inform their Communication strategy. But thinks it's ok to use NextDoor, Facebook, ok to take actions for short term, in absence of Ad Hoc. Suggests making a motion that includes authorizing those.

Chair Lely agreed.

Liz further explained that if an individual Councilperson is commenting on NextDoor, and someone comments on something they say, a Councilperson can engage in that conversation, but not more than 3 Councilpersons. As an individual the Council can say what they want.

Councilperson Willett clarified that if someone is opposing your view online, and more than 3 councilpersons comment, that's a problem. And there can be a comment on a comment. Liz, correct. She recommends to not respond in general, because the trails can get messy. Councilperson Willett suggested it would be better to comment on their own official page. Liz, right.

Councilperson Paz made a Motion to establish social media presence for MAC, with administrative privileges, given to include Chair & Vice Chair, delegated by them as they see fit. In addition while also seeking feedback from public and Ad Hoc Committees of Council to develop comprehensive email outreach. Asked Liz if County helps with this, sending out emails, facilitating, organizing? Liz, no. The county has a Facebook page, Supervisor Gorin has a Facebook page, posts Springs meetings info

there, send out the packet to media, that's it. There is a webpage she maintains, perhaps use that to include other public conversations.

Councilperson Willett asked if the email list is on webpage. Liz, not sure. There is space for each Councilperson's email address, but not completed yet until Council advises her what they want. Need to know. Doesn't have contact info. Other MACs have provided that. Council can decide what they want to do.

Councilperson Paz repeated Motion - to establish social media presence for MAC, with administrative privileges, given to include Chair & Vice Chair, delegated by them as they see fit. In addition while also seeking feedback from public and Ad Hoc Committees council to develop comprehensive email outreach.

Chair Lely added on to Motion; take a pause to ask each Councilperson if it is ok to put in email addresses or would Liz do that. Liz replied she would need to do the input.

Councilperson Paz amended the Motion to include depending on creation of email distribution list, council will approve distribution of their email addresses on an individual basis.

Councilperson Goldman seconded.

Roll Call Vote

Vice Chair Iturri, yes

Chair Lely, yes

Councilperson Paz, yes

Councilperson Conlan, yes

Councilperson Goldman, yes

Councilperson Lombard, yes

Councilperson Willett, yes

Unanimous approval. Motion passed.

Vice Chair Iturri asked if they can discuss email address issue with County. Liz, yes.

Chair Lely advised all to discuss email address choices with Liz.

Councilperson Conlan asked if there was or will be a sign-up sheet? Would county keep the list? Liz, unclear, the County doesn't usually provide, but there's a webpage contact form to sign up. Councilperson Conlan acknowledged that was for notification. Also asked if Liz can check about a sign-up sheet? Liz, yes.

8. Updates on projects in the Springs

Chair Lely explained there is no motion to be made on this item. Opportunity to discuss with Liz., but reminded all she is not the Planner.

Liz added that she does not have much detailed information, primarily reports.

1. Uncle Patty's. Have been waiting for it to be demolished. Held up due to need for PGE clearance. Just received email yesterday that clearance is Okayed. County may or may not have a parking enforcement at the hub; the office will notice the cars because they have to clear the area. Expects any day to be given notice the building will come down, hopefully within the next two weeks. They have been told the property owner

has changed orientation of primary buildings, now revised, winding its way through design review process. Notice went out on April 4th for comment.

2. Noodle Springs. Has information about the Demolition Permit, but it's already demolished. Owners targeting completion of project by end of this year.

3. Boyes Food Center. Not much information. Still working its way through design. Property owner has been meeting with many nearby neighbors. Making some changes to plans based on original design, including height. Visiting with people one on one for input on height concerns. Will go before BOS soon, but no date set yet.

Councilperson Goldman thanked Liz for her report. He was at Food Center presentation, has read about other projects. Any details on size of restaurant at Uncle Patty's? Liz, no, too early.

Councilperson Conlan asked if the design was changed from original presented at SVCAC. Liz, yes, she has heard it was changed somewhat from the original design.

Councilperson Paz inquired if any of the owners or developers were going to come to MAC? Liz, no, they could go to Permit Sonoma.

Chair Lely added that it is the option of SVCAC to comment. Being Chair of both he will direct projects to MAC for Public Comment. But reminded Council they are not here to discuss land use, but public comment is huge. He noted that councilpersons were getting up to use the restroom and requested the Council set aside a break time for this so people aren't leaving in middle of comments. Promised to have this in place for next meeting.

Councilperson Goldman asked about road improvement updates, any of the projects? Liz, no comment. Those questions are for the Planners.

Councilperson Conlan asked about the Donald Street gap. Is that going forward? Liz replied she has no info, not on tonight's agenda, can't discuss.

9. Consideration of Future Agenda Items

Chair Lely suggested for next agenda they revisit Mission Statement, revisit Priorities & Goals, and suggested they stick to two item agenda, maybe with comments on how it affects Outreach Plan.

Councilperson Lombard suggested including community outreach again and present their ideas.

Councilperson Wheatley asked if Ad Hoc Committees will be on as agenda item with updates.

Chair Lely explained it depends on duration of Ad Hoc, when the Ad Hoc Committee comes back with document, consider its condition, whether it's adopted, the Committee can disband. Or if there are additions, they will go back for further development.

Councilperson Wheatley asked if it needs to be on agenda.

Chair Lely, yes, should be on the agenda.

Councilperson Willett asked about selection of community members for Ad Hoc Committees?

Chair Lely, yes, selection of community members for both Ad Hoc committees.

Councilperson Goldman suggested they personally invite neighbors to meeting. Encourage them to take their 2-3 minutes to share their thoughts on what's going on in the Springs.

10. Councilmember Reports

Chair Lely was invited to speak to affordable housing group in early April. They were concerned about Springs Specific Plan, looking at Mobilehome areas and how they will be affected by the SSP, overall affordable housing within Springs community. Encouraged them to do a presentation for MAC sometime. He will reach out again to schedule. Next month, he will be going to affordable housing meeting conversation.

Councilperson Goldman asked about Springs being an "opportunity zone"? Could they get more information on that? Could County give a tour for investors? Allot of issues are focused on affordable housing. It's an important issue in Springs.

Councilperson Paz gave an unofficial invite to Cinco de Mayo, suggested the MAC have a table there with intention of introducing themselves. Talk and listen, perhaps prepare some questions. Omar can facilitate at La Luz. Event on Sunday, May 5th, 12 – 7pm. Stay 3-4 hours.

11. Meeting adjourned unanimously at 9:07pm

Materials related to an item on this Agenda submitted to the Sonoma Valley Citizens Advisory Commission after distribution of the agenda packet are available for public inspection in the Board of Supervisors' Office located at 575 Administration Drive, Room 100-A1, Santa Rosa, CA, during normal business hours.

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